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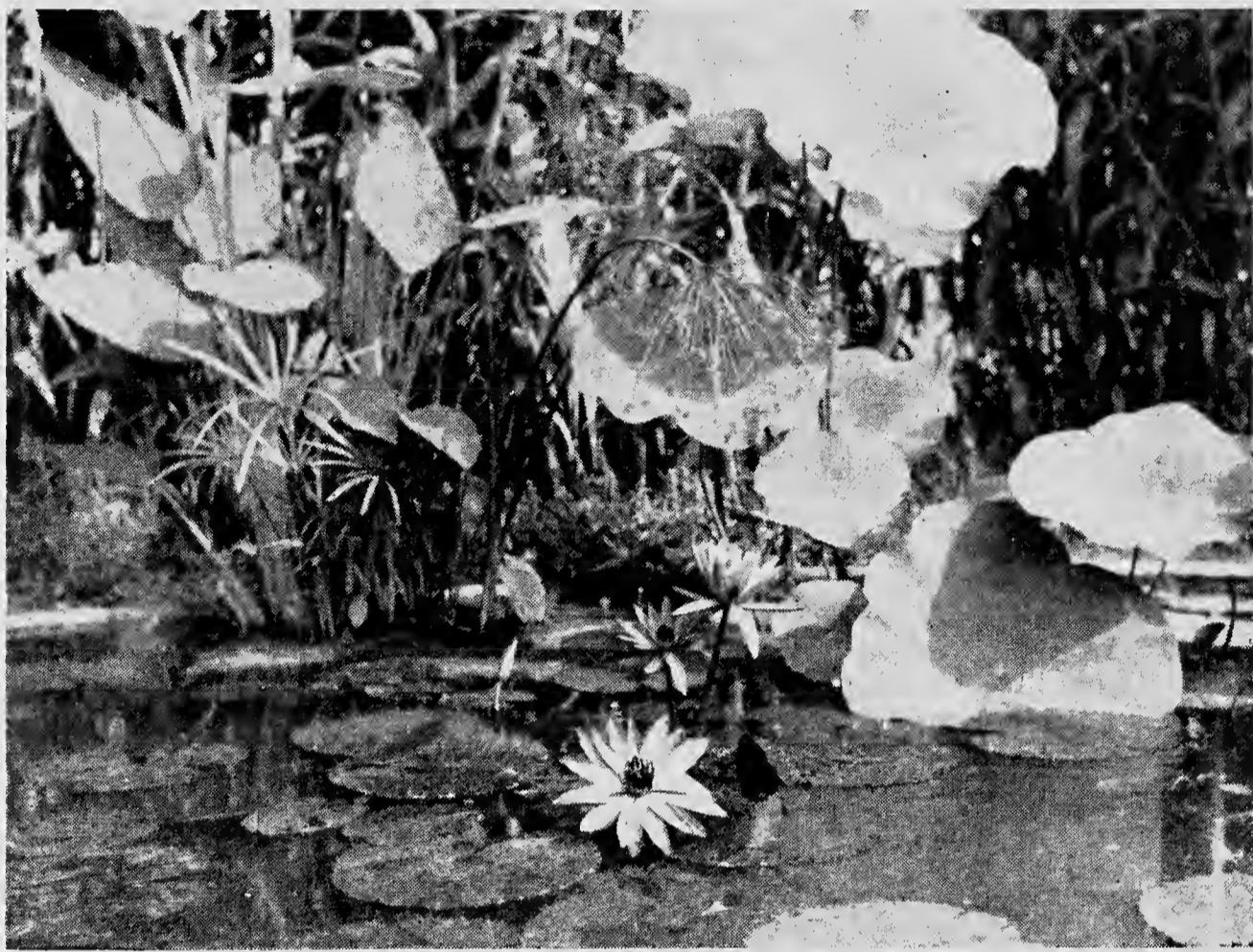


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1939

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U. S. Department of Agriculture

The Water Garden Book



Pan American Collection

Loveland Goldfish Farm

Joe Johannigman, Jr.

Loveland, Ohio



Pool Essentials

SCAVERS FOR THE POOL

JAPANESE SNAILS, BLACK RAMSHORN SNAILS, TRUMPET SNAILS, CLAMS

Natural scavengers are essential for cleanliness in the garden pool. They help prevent the excessive growth of algae and devour decaying vegetation as well as consuming excess food.

See Page 22 for Detailed Description of These Scavengers.

SUBMERGED PLANTS FOR THE POOL

This collection of Plants is invaluable for the pool, oxygenating the water, and insuring proper living conditions for the fish. Included in this collection is the Water Hyacinth. The combination of plants also gives the fish the required amount of plant food and provides shelter from too much light, and supplies a protected spot in which the fish may deposit their eggs.

Anacharis
Cabomba
Money Wort

Southern Spatterdock
Ludwigia
Vallisneria
Water Hyacinth

Submerged Plant Collection **NO. S-3**
Including Water Hyacinth,
10 assorted plants for \$1.00 Postpaid

SCAVERS AND SUBMERGED PLANTS FOR THE POOL

COLLECTION NO. S4

12 Scavengers.
10 Submerged Plants and Hyacinth.
1 10-ounce Package Outdoor Fish Food.
All for **\$2.00**
Postpaid

USEFUL ITEMS FOR THE POOL

GOLDFISH DIP NETS

No. N-1, The net has $\frac{1}{4}$ -in. sq. mesh in the bottom, $\frac{3}{8}$ -in. sq. mesh in the top, with a 12-in. round ring and 6-ft. plain wooden handle. Each \$1.25.

No. N-2, Same net as above except with a 12-in. D-shaped ring. Nets 18 inches deep. Each \$1.50.

CONTAINERS

CYPRESS BOXES. For planting Water Lilies. Hold about 1 cubic foot of earth. Last a long time. Knocked down or complete. Each, 50c.

FERTILIZER

FERTILIZER OR WATER GARDEN PLANT

FOOD. A good fertilizer. Use 1 quart per bushel of clay soil or 1 quart for 2 bushels of good garden soil. 5-lb. sack, 75c; quart carton, 30c.

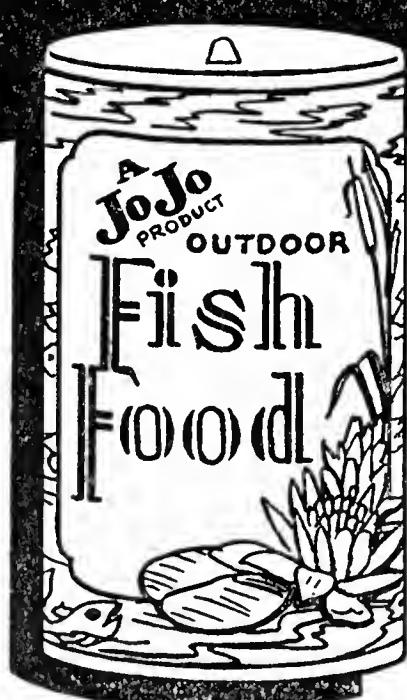
The Above Supplies Shipped Express Collect.

POOL DISINFECTANT. Use in solution tinting water a good pink, repeat when color disappears. Helps destroy algae and fish parasites and to keep fish in a healthy condition. Per bottle, 25c.

OUR OWN FUNGUS REMEDY. Three to four drops will help cure most external diseases of fish. Advisable as an antiseptic before introducing new fish to pool or aquarium. Per bottle, 50c.

FISH TONIC. An excellent tonic for Tropical and Goldfish. In preventing fungus or itch, in ridding aquaria or pool of Hydra—to add to water after cleaning pool. 4 oz. pkg. 15c prepaid. 1-lb. pkg. 35c prepaid. 5-lb. sack, shipped via express, charges collect, 90c.

Fish Eager to Eat JoJo Outdoor Food



An economical food for feeding Goldfish and other fish in outdoor ponds or pools. The best value on the market. Big ten-ounce package only—

Mrs. Gerald Boerner, Austin, Texas, writes:

"You are right in saying fish are enthusiastic over this fish food. My pet Comets simply stand on their tails at the top of the water and blow bubbles at me—they are so eager for their feedings. I enclose a snap of our pool which was finished and planted in May."

35c

3 for

\$1.00

Postpaid

Artistic . . .

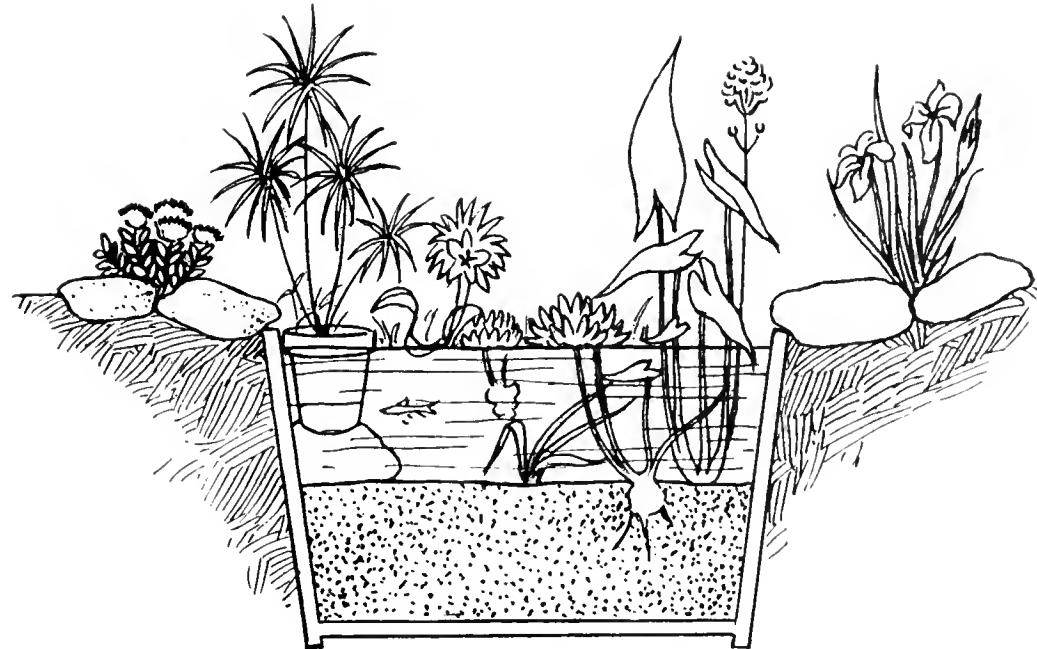
Tub Garden

ANY sunny spot is satisfactory for the Tub Garden. A common wash tub may be used for the pool. Sink the tub in the ground and place rocks or flat stones around the edge to give a natural appearance. Fill with water and plant. You are now ready for a summer of real pleasure in your garden.

COLLECTION NO. 2

- 1 Water Lily. Any color you select; white, pink or orange.
- 6 Plants to plant in tub.
- 4 Plants for border.

All for **\$1.75** Prepaid



Fill-Your-Tub Collection No. 3

- 8 Plants, including Water Poppy, Water Hyacinth, Umbrella Palm, 3 plants for the border, and 2 oxygenating plants.

All for **\$1.00** Prepaid

TEN SHOWY PLANTS for A SMALL POOL

This arrangement is suitable for any style pool, and makes a beautiful appearance. All the tall growing Water Plants should be planted in large pots and built up with bricks to within 1 inch of the surface.

Two beautiful choice Water Lilies, assorted Water Plants and plants for the border complete the picture.

COLLECTION NO. 4

- 2 Water Lilies—Marliac Rosea and Gladstone.
- 8 Beautiful Floating, Shallow Water and Submerged Plants.

\$2.25 Prepaid

COLLECTION NO. 5-B

- 1 Snowflake Lily—Lovely white flowers resembling large snowflakes.
- 1 Water Poppy—Beautiful yellow flowers.
- 5 Plants. Assorted oxygenating, floating and shallow water.

All for **\$1.00** Prepaid



Other Pool Collections Listed on Pages 6, 7, 9, 14, 15 and 16

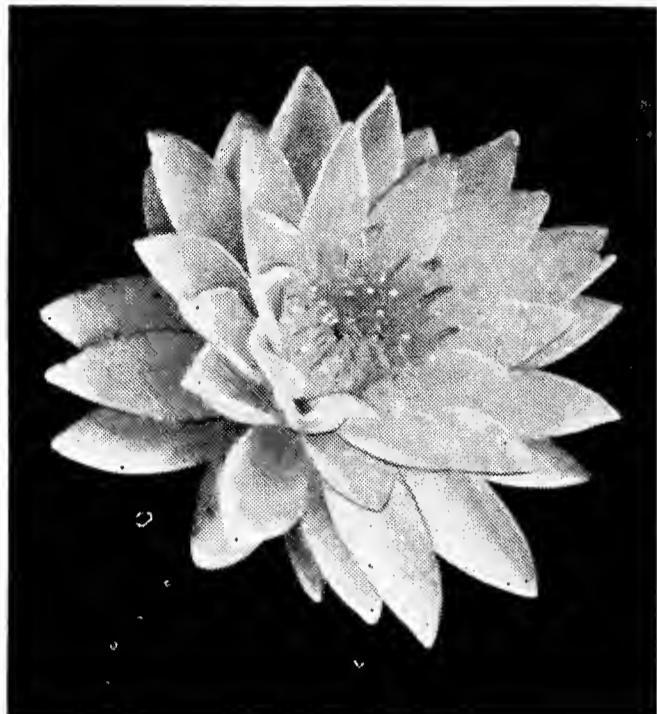
Hardy Water Lilies

YOU will particularly enjoy these varieties. The Lilies listed below have been selected because they combine the qualities of prolific bloomers and sturdy growth as well as lovely flowers. The flowers include all the colors: rich reds, beautiful whites, shell pinks to deep rose, yellow and orange. Some of them have blooms eight inches across. All of them are hardy and adapted to planting and growing conditions in your garden pool. Their only requirements are sunlight, water and rich soil.

GONNERE. The greatest and finest of White Lilies. Each blossom is a perfect globe. This variety is double clear to the center. Snowy whiteness of color. In our opinion it is one of the most attractive Lilies in our garden. \$1.95 each.

SUNRISE. The biggest and best of them all. Looks like huge yellow suns floating among leaves that are beautifully marked with brown spots. The flowers are graceful in form, of glorious canary color. A lily that should be in every water garden. \$1.95 each.

NEPTUNE. The feature of this rare variety is the color of its blooms—imagine a deep pink flushed with smoky red at the base, then becoming lighter until the tips of the petals are almost white. Visitors to our gardens have wondered at the large amount of blooms coming from the plants. Try it for something that is different. \$1.95 each.



Gonnere—large double white flowers

GLORIOSA. One of those Lilies with an abundance of "It." It has no equal for blooming. No pool is complete without this beautiful red Lily. \$1.95 each.

COMANCHE. This is our choice of a sunset color Lily for a large pool. It has all one could ask of a Lily. It begins to bloom very early in the spring and we have seen it in bloom until ice forms in the ponds in winter. The color is a rich apricot, then changing to a deep bronze. \$1.95 each.

LOVELAND ALL STAR COLLECTION

ONE EACH OF THE FIVE ABOVE
COLLECTION NO. 5

Any Two COLLECTION No. 6 **\$3.25**

\$6.95

Any Three COLLECTION No. 7 **\$4.25**

CHROMATELLA. A variety that far outsells any other Lily. It is one of the best of the yellow varieties. Leaves beautifully marked in deep green and brown. Bloom a rich yellow in color. \$1.00 each.

PINK OPAL. We have always enjoyed its deep pink cup-shaped flowers. Everyone recognizes its value and it is one of our best sellers. A fragrant variety for the small or large pool. \$1.00 each.

CHRYSANTHA. An excellent new free blooming variety. Color undergoes a change on successive days, opening a creamy yellow and darkening until it is deep orange-vermilion. \$1.00 each.

MARLIAC ALBIDA. A most desirable white variety, free bloomer. Try it. We are certain it will please you. \$1.00 each.

AURORA. Do not hesitate to choose the Aurora if you are seeking a hardy, free blooming Lily of sunset shades for your pool. On the first day the flowers are a soft rosy apricot, deepening by the third day to nearly a red. After your plant is established you will see blooms of three distinct colors. Quite an attraction. Suitable for small pools or tub garden. \$1.00 each.

HELEN FOWLER. A pink variety of the Odorata type. Very fragrant flowers. \$1.00 each.

INDIANA. This beautiful little lily opens a creamy yellow and shades through orange, bronze and fire-red. One of the best, especially for the small pool. \$1.00 each.

★ ANY OF THE ABOVE SEVEN LILIES ★

\$1.00 each

2 for \$1.75

3 for \$2.50

EXTRA SPECIAL

WILFIN GONNERE. This has a very double lily bloom. One of the finest of the newer varieties of Pink Lilies. We have worked up a large stock of this variety and are offering it for this season at this low price.

\$1.50

each Postpaid

You Will Like

OTHER RED VARIETIES

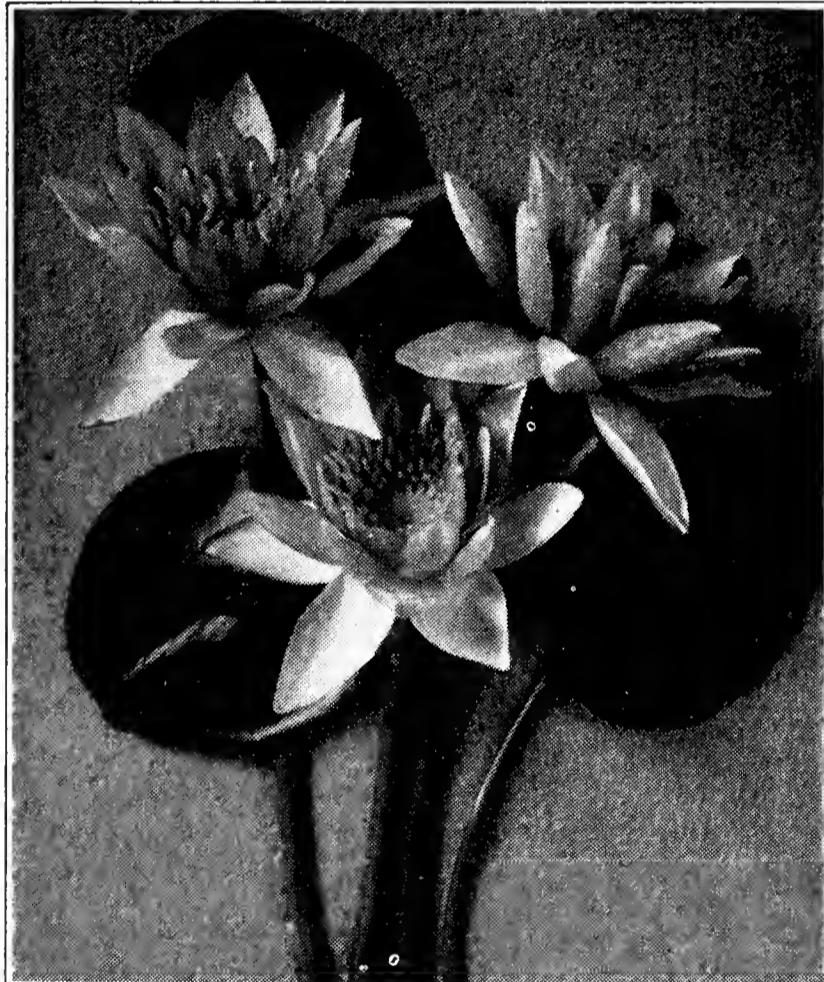
CONQUEROR. You'll like this variety. The flowers just seem to live up to the name. Large buds come forth, bursting into immense red flowers. \$1.75 each.

ATTRACTION. This bright red Lily is an attraction in itself. Large blooms frequently 8 inches across make everyone want to have this variety in their pool. A real aristocrat of the aquatic family. \$2.50 each.

JAMES BRYDEN. Always a favorite. Bright rosy red flowers. Cup-shaped and massive in appearance. \$1.75 each.

ESCARBOUCLE. The prettiest red of them all. It is a Lily we can recommend. A free grower. An early bloomer, exceptionally hardy. \$2.50 each.

FLAMING METEOR. A striking lily. Brilliant red blossoms. One of the choice and more colorful of the lilies. It should be in every pool. \$2.00 each.



Marliac Rosea—a beautiful deep pink variety

MORE PINK VARIETIES

MARLIAC ROSEA. This pink Lily still stands out as a worth-while variety for any pool. Excellent as a cut flower variety, its waxy blossoms last several days when picked. \$1.25 each.

ROSE AREY. Another pointed petal variety. The flowers are a deep pink, deliciously fragrant. It is very hardy and grows freely. \$1.50 each.

EUGENIA DE LAND. Quite different from other Lilies in that its blooms are pointed like the Cactus Dahlia. Deep pink at base of petals, light pink at tips. A vigorous grower and bloomer. \$1.25 each.

ESMERALDA. Another French variety of recent introduction. Different—in having its flowers variegated pink and white in a striking manner. \$1.50 each.



Solfatare—a new variety with sunset shades

ORANGE VARIETIES

SOLFATARE. A new French variety. Its soft peach color changing to salmon makes a combination of colors that one admires. Try it. We are sure you will enjoy it. \$1.25 each.

PAUL HARIOT. A favorite variety that is one of our best sellers. Always a feature attraction. \$1.25 each.

YELLOW VARIETIES

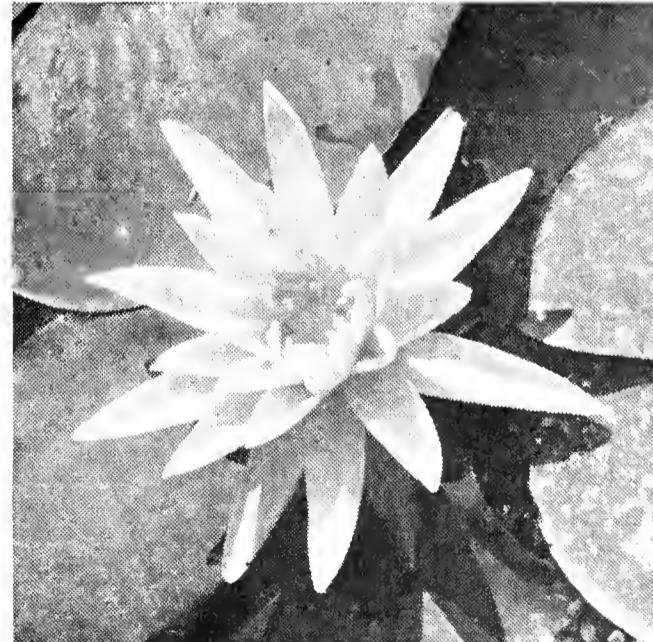
YELLOW PIGMY. A tiny little Lily that is ideal for tub-culture, or very small pool. Flowers are only 1 to 2 inches across. Of a rich golden yellow. 75c each.

CHROMATELLA, described Page 4.....\$1.00
SUNRISE, described Page 4.....1.95

WHITE VARIETIES

GLADSTONE. One of the best of the White Lilies. Large white flowers with broad waxy petals. A strong grower and a free bloomer. It is excellent as a cut flower and very popular with beginners as it is grown so easily. \$1.25 each.

White Varieties continued Page 6.



Eugenia De Land

AMABILIS. A new variety that is a beauty. So different in form and bloom that we recommend it as something really worth while. It's in a class by itself. In color it is a bright silver-pink and its blooms easily average 7 inches in diameter. \$3.00 each.

The Lotus . . .

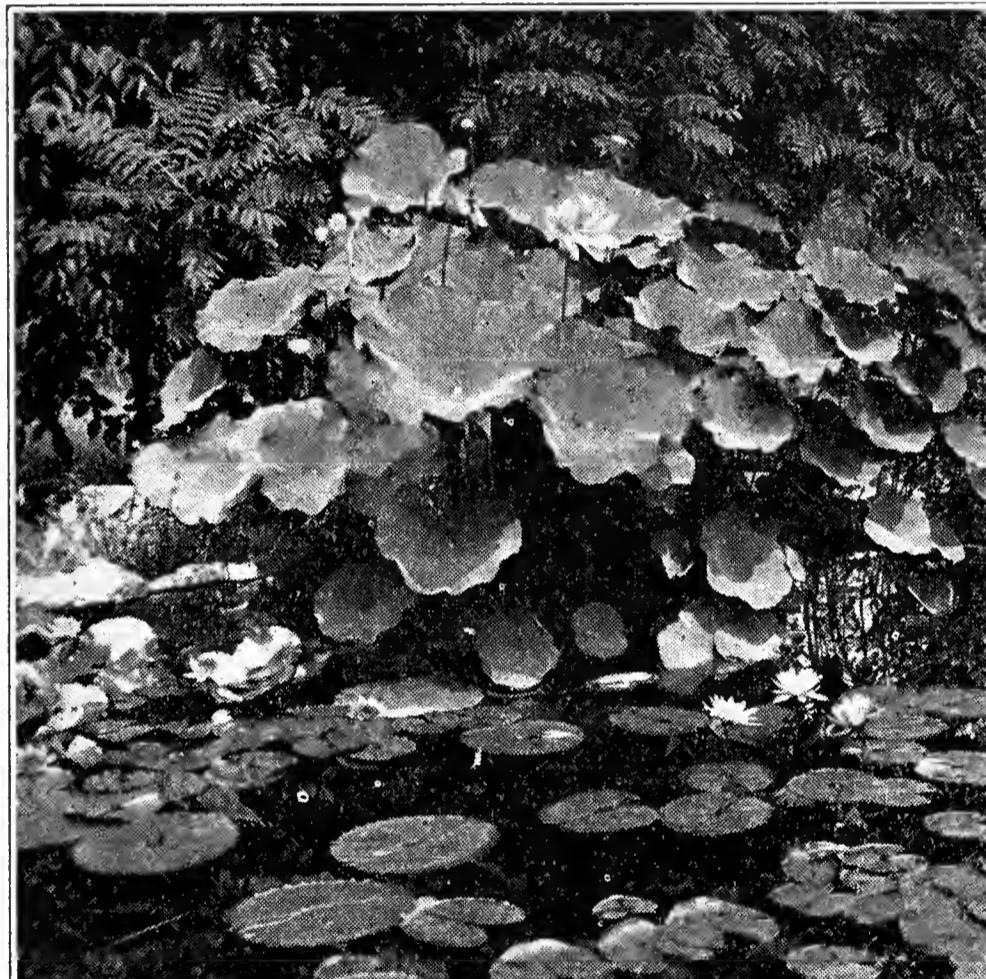
HERE is something fascinating about a Lotus. Symbolic of purity under temptation stands the Lotus, so the followers of Buddha have said.

In the Lotus we see beauty of form and harmony of color, great concave, shield-like leaves often 2 feet in diameter, large buds borne on long stems 4 to 8 feet tall, enormous flowers with delightful fragrance.

EGYPTIAN LOTUS (*Speciosum*). The Sacred Lotus of the Nile. Rosy pink blooms. Shy bloomer in a small pool. \$1.50.

JAPANESE LOTUS (*Album grandiflorum*). Pure white flowers, extra large foliage. Each \$1.50.

AMERICAN LOTUS (*Luteum*). Native to some of the States in the South and West. Flowers, rich yellow, large grower, requires considerable room in a pool. Each \$1.50.



American Lotus

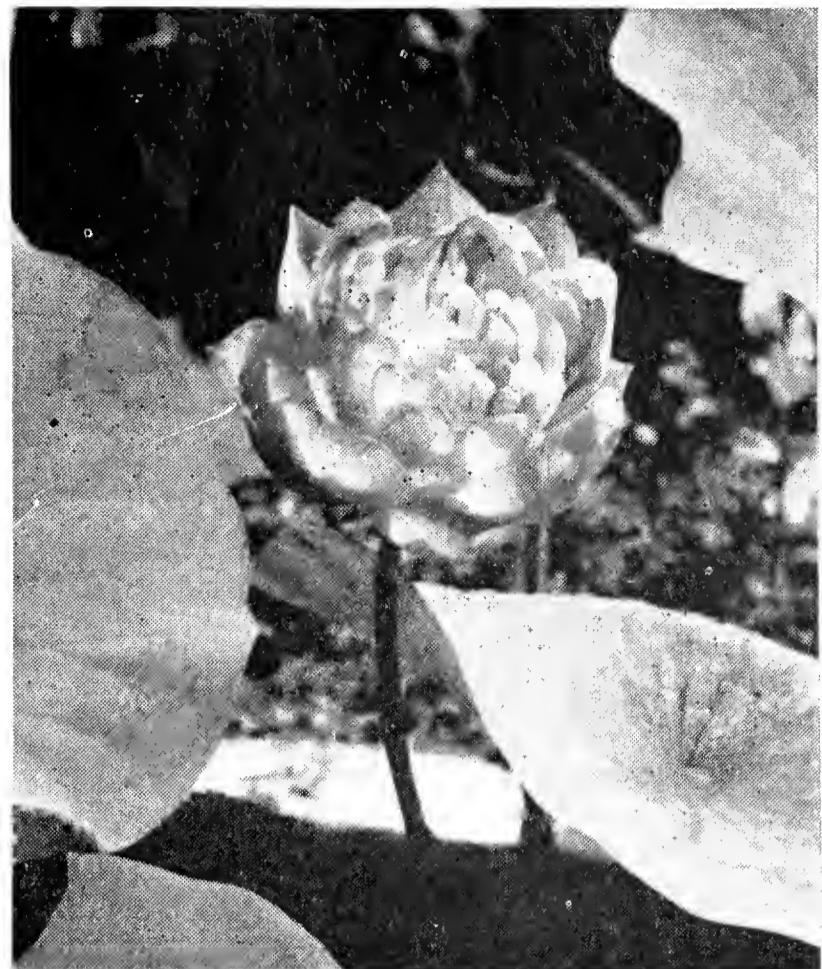
MIXED LOTUS. During the spring rush, labels get lost, and if you want "Just a lotus" order one of these. Each \$1.25.

LOTUS COLLECTION No. 12

An outstanding attraction in the water garden. The huge leaves and flowers add a touch of the Orient.

CHINESE RED LOTUS
AMERICAN YELLOW LOTUS

\$3.50
POSTPAID



Illustrates the beauty of the blooms of the Chinese Lotus.

CHINESE RED LOTUS

Illustrated Rear Cover

COLLOSAL
EXOTIC
SUPREME

The King of Lotus. Large full double flowers of bright rosy carmine carried well above the foliage. A gorgeous variety; magnificent in every respect. Can be grown in tub, small or large pool—natural lake—in pools provide a box containing at least 3 bushels of soil.

\$2.50

Prepaid

SHIROMAN. Truly a companion to the above mentioned variety. A duplicate in size, double blossoms, but pure white in color. Each \$2.50.

FOR AN ORIENTAL APPEARANCE

in your water garden, plant this collection—the Lotus in one corner, the Papyrus and Taro and Parrot Feather in another corner, and you have a scene that will remind you of the far east. Try it.

COLLECTION NO. 14
Chinese Lotus Imperial Taro Plant
Papyrus Parrot Feather
\$2.75 Postpaid

Tropical Lilies . . .



Blue Beauty

General Pershing

GORGEOUS COLORS

SOONER or later you will include Tropical Water Lilies in your collection. No pool is complete without at least one. They bring to the pool something you can't have in the hardy Lilies. Long erect stems bear their large flowers above the water level. Some varieties bloom at night. The size of the bloom depends upon the amount of soil and leaf spread available for each plant. Give them a chance and they will repay you.

Tropical lilies will not be shipped until the weather is warm and settled.

DAY BLOOMING TROPICAL WATER LILIES

AUGUST KOCH. This Lily is free flowering and of extremely easy cultivation. Its flowers are 7 to 8 inches across, very fragrant. The sepals are purplish lilac and the petals pale wisteria-violet. \$2.00.

DAUBEN. It produces small, light blue flowers in great profusion. Fine for tub or aquarium. 95c.

MRS. C. W. WARD. A most charming variety with petals of rich rose-pink. Flowers are borne well out of the water. \$2.00.

MR. GEO. H. PRING. A new and novel type that produces numbers of large, fragrant white flowers with pointed petals. Petals broader at the base and more pointed at the tip. \$1.50.

MRS. WOODROW WILSON. This variety has lavender-blue flowers of large size. It is an extremely satisfactory day blooming variety. \$1.75.

PANAMA PACIFIC. It is an everblooming viviparous, strong growing and free flowering. The predominant color is reddish purple and the stamens are yellow. A most excellent variety. \$1.75.

MRS. ED. WHITAKER. One of the largest flowered varieties of the show type Lilies. Fragrant sky-blue blossoms open quite flat. Three to four open flowers at one time. An excellent plant for any pool. \$2.00.

NIGHT BLOOMING TROPICAL WATER LILIES

Why not plan to have a Lily in your pool that everyone can enjoy? When Dad comes home in the evening, he is surely entitled to enjoy the blooms in the water garden. This type of Lily opens towards evening and remains open until ten the next morning.



Juno

Illustration is typical of the form and size of all the varieties of night blooming lilies. All of them magnificently large. All of them are sure.

JUNO. Immense, pure white blossom. The largest flowering Night Blooming lily. Unequalled for form and beauty. On cloudy days or in late summer when the weather is cooler, these superb blooms remain continuously.

\$1.50 each.

BISSET. A night bloomer of unusually free-blooming habit. The flowers are of a beautiful rose-pink color. The petals are broad and slightly concave, giving the bloom a cup-shaped form. \$1.20 each.

FRANK TRELEASE. Flowers a brilliant crimson. Most popular because of its rich color. \$1.50 each.

RUBRA ROSEA. One of the best. Brilliant rosy carmine flowers are held well above the glossy foliage. \$1.25 each.

H. C. HAARSTICK. The flowers of this Night Blooming Lily are large and exotic in appearance; vivid red in color. This variety you will like. Plant one and your pool will be a center of interest. Leaves are handsome, purple-red in color. \$2.00 each.

MIXED VARIETIES. During the rush season, there are always some lilies that are found without a tag, thereby the classification is lost. If you want "just a Night Blooming Lily," then this is the one to buy. All plants are excellent, colors are mixed. A lovely night lily for only \$1.00 each.

Immense Blooms . . .



Blue Beauty

BLUE BEAUTY. A wonderful variety, immense deep blue blooms, large as dinner plates, free flowering. Blooms illustrated at left.

\$2.00 each postpaid.



General Pershing

GENERAL PERSHING.

It is the finest of all pink tropical day blooming lilies. Gorgeous, bright pink blossoms. This variety is a very prolific bloomer.

\$2.00 each.

Two Lovely Groupings
of Plants

That Will Win Admiration

Blue and White COLLECTION NO. 15

Woodrow Wilson, free blooming blue.
Mrs. Pring, gorgeous white bloomer.
Parrot Feather, lovely green color.
Pickerel Plant, azure blue flowers.
Arrowhead, white flowering.
Thalia, giant leaves, small bluish flowers.
Water Hyacinth, lavender-blue.
Blue Water Iris, attractive and hardy.

**THIS COMPLETE COLLECTION FOR
\$2.95 postpaid**

A Combination Collection

COLLECTION NO. 16

For Only **\$2.95 Postpaid**

THE PLANTS ARE:

Indiana, yellow and red lily.

Pink Opal, pink.

Flowering Rush, pink flowers.

Giant Arrowheads, white flowers.

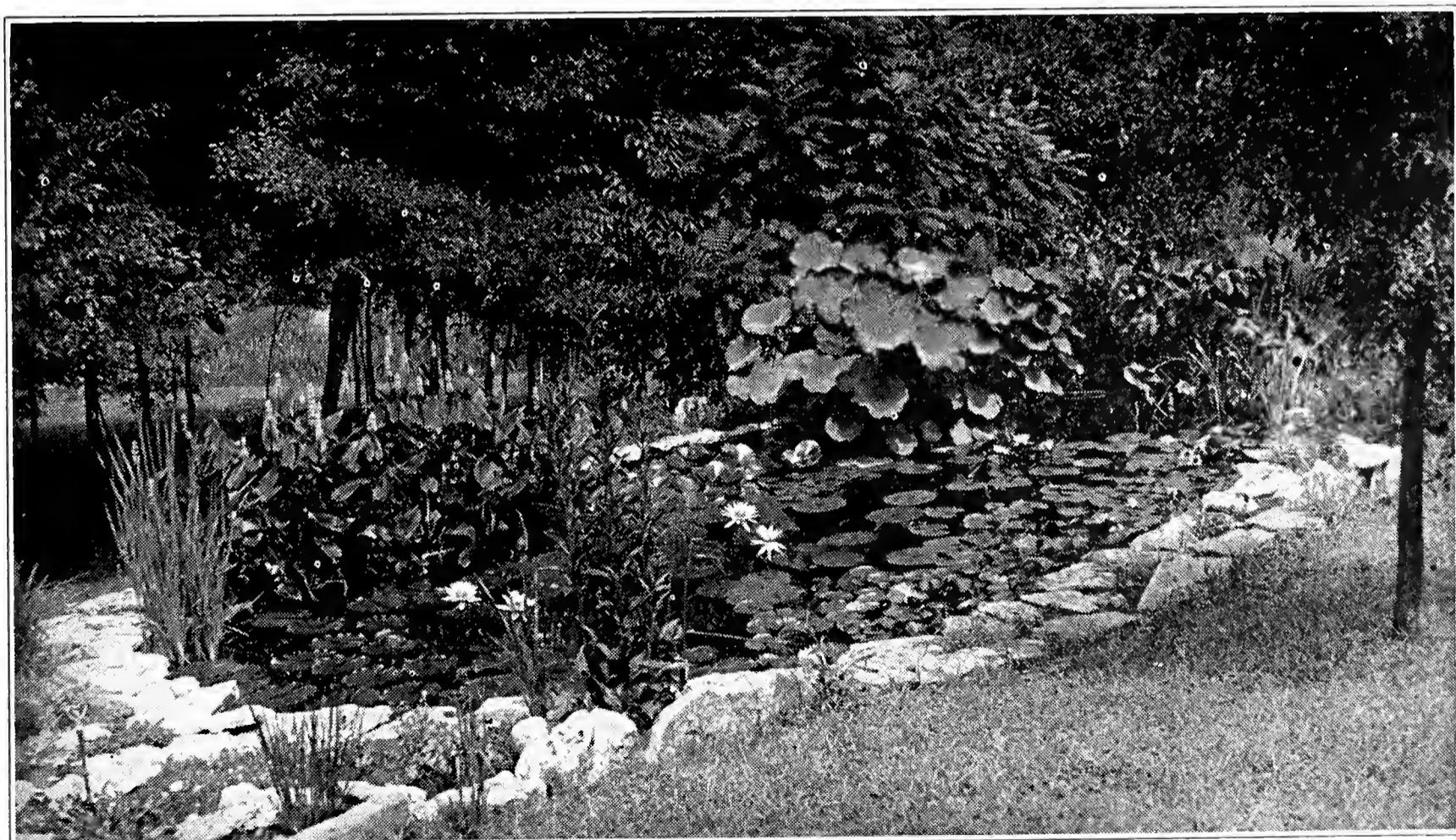
Water Poppies, yellow flowers.

Umbrella Palm, green plumes.

Primrose Willow, yellow flower.

Water Hyacinths, blue flowers.

Submerged Plants.



Enjoy Natural Beauty . . .

WITH THESE WATER PLANTS

HERE are grouped those plants which grow in the water. They are varied and interesting, and give the much desired natural effect to the pool. They are easily grown. Most of them do best in shallow water and so the pots, boxes, or tubs should be raised to within two to eight inches of the surface.

There are wonderful possibilities with Water Plants to give your pool a unique and tropical appearance. Try a collection of Taro, Umbrella Palm, Papyrus and Primrose Willow, grouped together in a corner of the pool or in the center, or a collection of Primrose Willow, Parrot Feather and Forget-Me-Nots in a shallow corner of the pool.

For a natural pool use plenty of Japanese Iris planted right at the edge or in one to three inches of water. Our sturdy, healthy plants reach you ready to grow. If you have ever planted aquatics before you know the value of starting with good plants.

Varieties marked with a (*) are particularly adapted to a depth of 6 to 12 inches.
Varieties marked with a (†) are suitable to plant at about 2 to 6 inches.
Varieties marked with a (‡) are plants that like wet feet but with crowns and stems preferring the air and sunlight.
Varieties marked with a (§) are the beautiful Tropical Plants.



Pickerel Plant

†**PICKEREL PLANT.** Beautiful blue flowers. Total growth about 2 ft. 25c ea. (Illustrated above.)

†**VARIEGATED SWEET FLAG.** One of the best of the shallow water plants; saber-like leaves, broadly striped green and ivory. 25c each.

‡**MARSH MARIGOLD.** An attractive native plant for shady places. Blooms in the early spring with yellow flowers like those of the buttercup. 20c each.

†***PRIMROSE CREEPER.** A rapid growing, partially submerged aquatic with yellow flowers. 2 for 25c

ADD A BOG GARDEN

Water trickling gently along the rocky ledges, graceful green plants swaying in the breeze, here and there a splash of color from some blooming rock plant—these are the pleasures found in a Bog Garden.

It's just the thing for that marshy, damp place where the overflow from your pool drains—the best type of garden found to be placed in that low place of your garden where little else grows.

The plants for this garden are varied—some unusual in foliage or bloom—beautiful beyond comparison, and altogether some of Nature's most magnificent specimens.

The little brook pictured on this page with its little inlets for plants that prefer wet feet, with pockets in its rocky sides for other plants, is a complete garden in itself.

These plants are excellent for this type of gardening.

Pickerel Plant.....	25c each
Cardinal Lobelia	20c each
Yellow Water Iris.....	25c each
Blue Water Iris.....	25c each
Graceful Cattail.....	2 for 25c
Forget-Me-Not	25c each

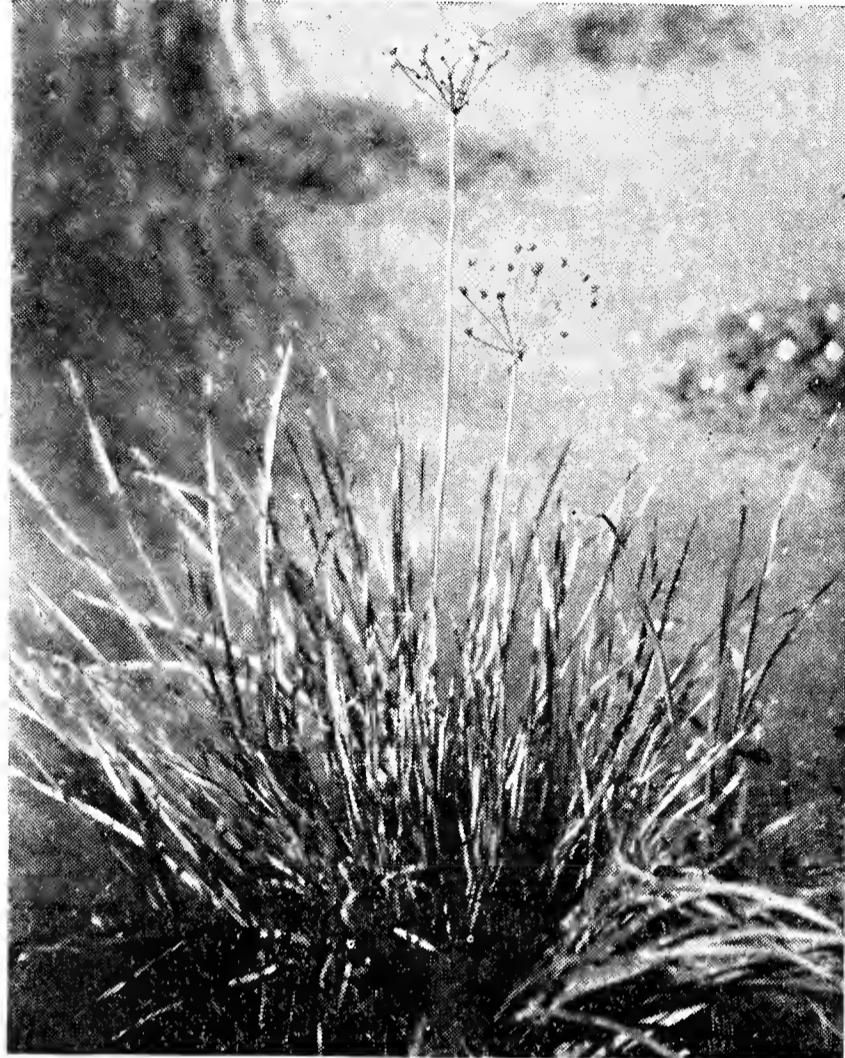
COLLECTION NO. 3A

\$1.00

Postpaid

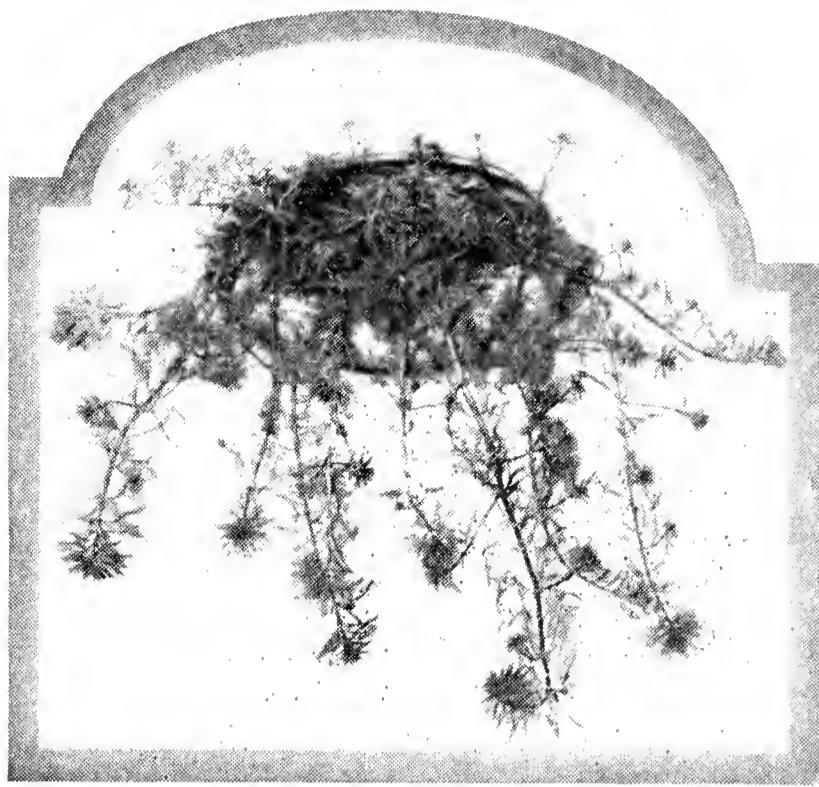


†CATTAIL. Swamp plant. Hardy. 2 for 25c.
†GRACEFUL CATTAIL. A tall variety with slender cattails. These plants furnish a very fine background in massed plantings. 2 for 25c.
***FLOATING HEART.** Small leaves resembling Water Lilies; brilliant yellow flowers. 2 for 25c.
‡CARDINAL LOBELIA. Another beautiful native plant. Spikes of rich, cardinal-red flowers. 20c each.
HARDY CALLA (*Calla palustris*). Similar to a Calla Lily, but of much smaller size. 20c each.



Flowering Rush

†FLOWERING RUSH. A hardy plant with peculiar three sided leaves. Pink flowers are borne on round stems. 25c each. (illustration above).



PARROT FEATHER. Planted in water twelve inches deep, it sends its silvery green heads along the top of the water. Planted in damp soil, it will grow and make a lovely showing. Try it—15c per plant.

§WATER LETTUCE. Rosettes of beautiful iridescent green leaves; paler and with grayish tones forming a lovely contrast to the Water Hyacinth when they are grown together. 2 for 25c.

§FLOATING FERN. Beautiful, tropical, true fern, making a wide rosette of green leaves. Little ferns many times form on their antler-like leaves. 15c; 2 for 25c.

WATER HYACINTHS. This plant has rosettes of rich green leaves with inflated bases. Its main attraction is its tall spikes of exquisite orchid-like flowers, with a deep purple spot on the standard petal. The roots are long and fibrous, making the hyacinth the finest plant to use in spawning fish. 2 for 25c; 6 for 50c.

AQUATIC PLANT COLLECTIONS

Collection 2-A

This aquatic collection should be ordered with Lily collections. An excellent group of Floating Plants most useful for your fish to spawn on and

for your baby fish to hide in. In this collection are the interesting Water Fern, Shell Flower, Parrot Feather and Water Hyacinths.

Collection

No. 2-A

Ten Floating
Plants

\$1.00

Postpaid



Illustrates our Floating Plant Collection 2-A, including: Water Fern, Hyacinth, Water Lettuce and Parrot Feather.

Interesting Plants That Beautify Your

§‡**BUTTERFLY LILY.** A tall canna-like plant with large leaves. White or yellow flowers. 35c each; 3 for \$1.00.

***WATER SNOWFLAKE.** Similar in growth to a lily. Shipped as a detached leaf which soon forms new plants. Each new leaf is soon filled with dainty little white flowers. Quite novel. 20c each.

‡**FORGET-ME-NOT.** The well known spring and summer flowering plant. 25c each.

WATER SPRITE

Long graceful fronds spread fanlike in the water.

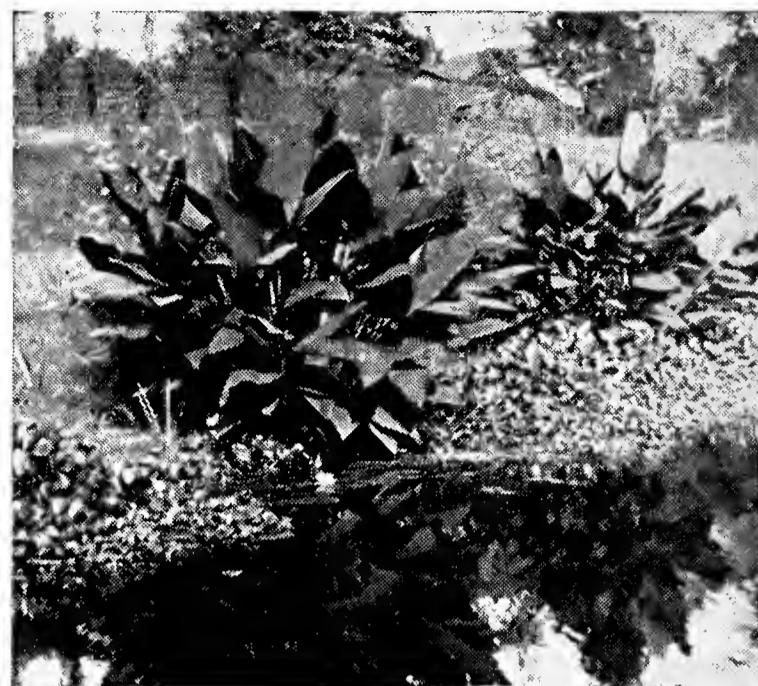
15c each
2 for 25c



CELLOPHANE PLANT. A sensational new plant for shallow water; has numerous white flowers, easy to grow, free flowering. Underwater its leaves grow in long spearlike leaves, broadening as they come to the surface of the water to a wide palm-shaped fan leaf. Very attractive green color—outstanding even among other all-green plants. Costs 25c.

§**CALLA LILY.** Tropical in appearance and bears snow white flowers. 25c each.

§**YELLOW CALLA LILY.** Its flowers are as large as the above variety but a golden yellow color. Beautiful foliage. Dark green leaves with spots of creamy white. 50c each.



Thalia growing at edge of natural pond

§†**THALIA.** A handsome canna-like aquatic standing 3 to 6 ft. high.

WATER IRIS. This plant, yellow (pseudocorus) or blue (versicolor) is worthy of a place either in the pool, or planted along the edge outside the pool. 25c each.

JAPANESE IRIS. This beautiful Iris thrives in wet soil around the pool or planted in a box in the pool to a depth of one to four inches. Large clumps. 25c each.

‡**ARROWHEAD, GIANT.** Beautifully shaped leaves, white flowers. 20c each.

HARDY BAMBOO. A very tall growing variety for background use. Adds a tropical atmosphere to your water garden. Green variety. 50c.

‡**VARIEGATED BAMBOO.** A green and white variety that is very beautiful. Grows about 3 feet high. 50c each.

BAMBOO COLLECTION. One each, 75c.

TWO PLANTS - One Old; One New

Nephthytis—or Trailing Arrowhead is a new plant for pool culture. It is a plant that will adapt itself to any condition. It will grow upright, it creeps, it trails as it will cling to rock or wood. Try it for a novelty.

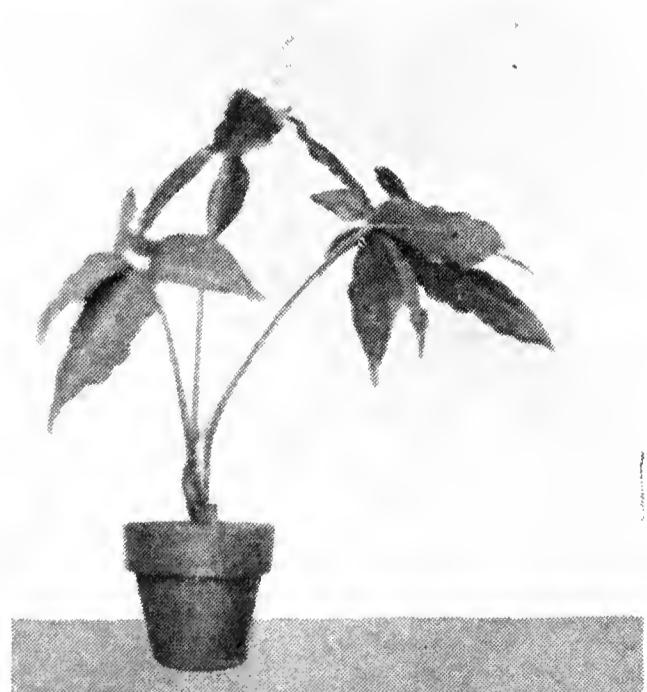
25c each;

3 for 50c
Postpaid

UMBRELLA PALM. This is an old fashioned plant, yet one of the best for tropical appearances in the pool.

25c each;

3 for 50c



Nephthytis



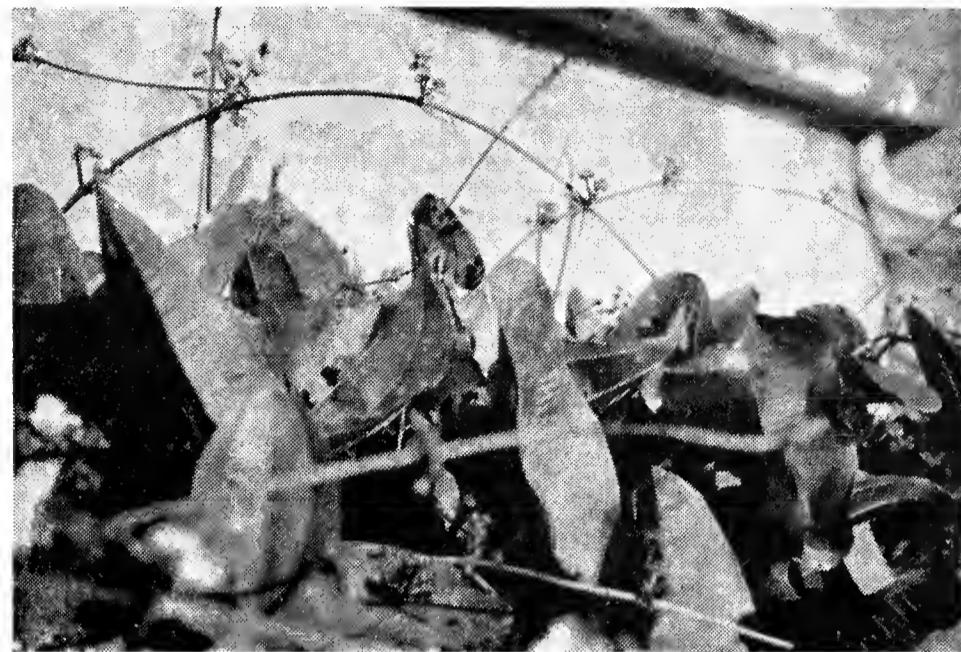
Umbrella Palm

Water Garden . . .



Imperial Taro

IMPERIAL TARO. Illustrated above. This plant should be in every water garden. Very attractive. The leaves are blotched a dark brown and violet-black. You will enjoy having this plant. 50c each.
‡AZOLLA, SALVINIA, DUCK WEED. Curious floating plants. Per portion 25c, assorted.
§†WATER POPPY. Leaves float up on the water. Flowers are large and yellow. Should be in every pool. 15c; 4 for 50c.



‡PRIMROSE WILLOW. Erect plants 2 to 3 feet high, with attractive narrow foliage and bright yellow blossoms. Very desirable at the edge of pools or in a tub garden. 25c each.

§‡PAPYRUS or EGYPTIAN PAPER PLANT. A very beautiful water plant with plump heads of foliage. 25c each.

§†‡UMBRELLA PALM. We have an excellent strain of this popular plant; produces large fan-like leaves. 25c each.

§†PURPLE WATER HYACINTH. A creeping plant, with handsome blooms. 50c each; 3 for \$1.00.

★ ANOTHER WONDERFUL VALUE ★ Special Centerpiece Collection No. 5-A

ONE OF OUR FINEST VALUES

This group should be planted in a box or large tub, submerged about three inches below water level. The Taros and Paper Plants should be planted in the center and the other plants grouped around it.

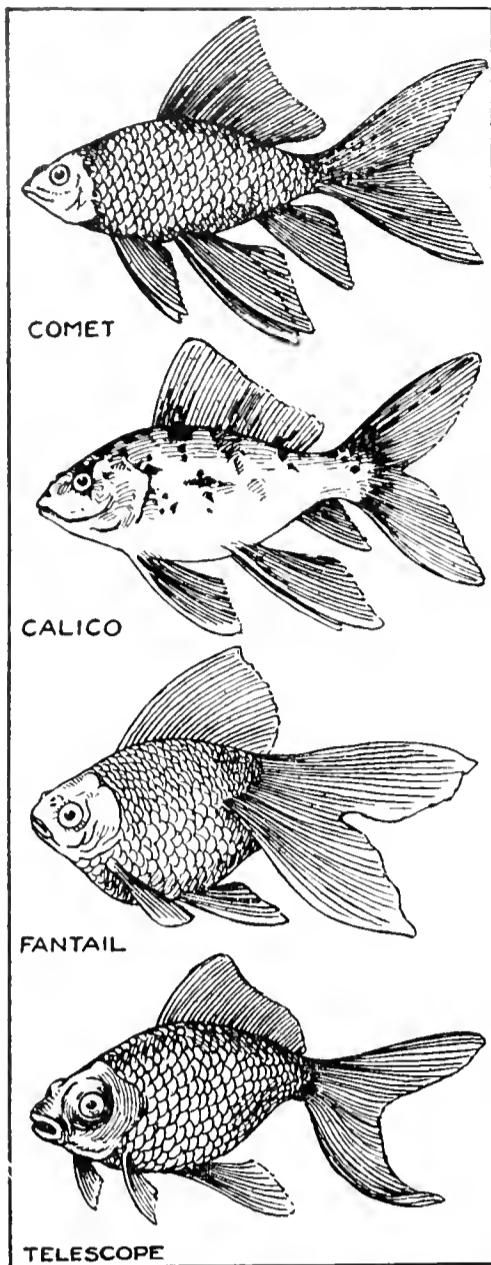
Illustrates our 5-A Special Centerpiece Collection and includes Umbrella Palm, Papryus (tall plant), Taro, Primrose Willow (in bloom), Water Poppy, Creeping Water Hyacinth (in bloom on water).



SIX BEAUTIFUL PLANTS

ALL FOR **\$1.00** Prepaid

All Plants priced 20c each are sold
4 for 50c
All Plants priced 25c each are sold
3 for 50c



Goldfish

THE IDEAL POOL FISH

NO POOL—even if it is a miniature one—is complete without a few ornamental fishes. Fish in the pool will take care of themselves, only an occasional feeding of Dried Shrimp and Jo Jo Fish Food is needed.

The illustrations show several different types. The illustrations are not exaggerated as is the case in many catalogs. You will be pleased with our selections.

Goldfish may be wintered outside in your pool, provided you have some soil and plants in it, and the depth is at least 18 inches. If you drain your pool, a tub or tank in the basement will answer.

SHIPPING INSTRUCTIONS

Goldfish are shipped by express. Customer to pay the charges. On small orders include 50c for shipping can, same is then your property. On large orders we loan you the can, same to be returned at once by express prepaid. The express company makes a flat charge of 20c for returning empty cans.

THE BIG ONES

GIANT GOLDFISH. 10 to 12 inches—\$3.00 per pair, \$15.00 per dozen; 8 to 10 inches—\$2.00 per pair; \$10.00 per dozen.

GIANT COMETS. The fish with that long wavy tail, 12 inches. \$4.00 per pair.

LARGE ORIOLES. An orange and black color. 4 to 6 inches. \$1.00 per pair.

GIANT PEARLS. 6 to 8 inches—\$2.00 per pair; 10 to 12 inches. \$6.00 per pair.

GIANT SHUBUNKINS. The large size of the Calico Fish. 7 to 9 inches. \$3.00 per pair.

POOL GOLDFISH

A selected group of goldfish suitable for all pools. An assortment of colors, gold, gold and white, pearl, gold and black. Assorted 2 to 4 inches—\$1.00 per dozen; 25 for \$2.00. 4 to 5 inches—\$1.50 per dozen; 25 for \$3.00. 5 to 6 inches—\$3.00 per dozen. 6 to 7 inches—\$5.00 per dozen.

COMET TAILS

A variety with unusually long tails. 6 to 7 inches—\$1.50 per pair; \$7.50 per dozen. 7 to 8 inches—\$2.00 per pair. 8 to 9 inches—\$3.00 per pair.

FANTAILS

These are the best known of the fancy goldfish. 3 to 4 inches—75c per pair; 4 to 5 inches—\$2.00 per pair; 5 to 6 inches—\$3.00 per pair.

GIANT FANTAILS. \$3.00 to \$10.00 each.

TELESCOPES

An odd fish with large protruding eyes. These fish are highly prized. Red and velvety black. Small sizes—50c each; medium—75c each; large—\$1.00 each. It is very difficult to classify these fish according to inches. They are priced more according to quality.

CALICO

The wonder fish, marvelously colored, brilliantly mottled, blue, red, gold, brown, white, yellow and black. A thoroughly hardy fish. No two fish are colored alike. 2 to 3 inches—\$1.50 per doz. 4 to 5 inches—\$1.00 per pair; \$5.00 per doz. 5 to 6 inches—\$2.00 per pair; \$10.00 per doz.

GOLDFISH FOR THE SMALL POOL

Collection No. 25

Complete collection of small size fish, ranging from 2 to 4 inches, 25 fish. 15 Pool Fish, 6 Calico Fish, 2 Telescopes and 2 Fantails, including shipping can, \$3.00.

GOLDFISH FOR THE MEDIUM POOL

Collection No. 26

A combination of all sizes of goldfish. 20 selected goldfish, 2 to 4 inches; 10 selected goldfish, 4 to 5 inches; 10 Calico fish, 2 to 4 inches; 10 assorted Comets, Fan tails and Telescopes. **Fifty fish**, including shipping can, \$5.00.

GOLDFISH FOR THE LARGE POOL

Collection No. 27

A collection of beautiful goldfish of medium and large sizes—50 Pool Fish, 2 to 4 inches; 10 Pool Fish, 4 to 5 inches; 3 Giant Goldfish or 6 young Giants; 25 assorted sizes Shubunkins, from small to extra large size, 12 assorted Telescopes and Fantails. 100 fish, \$15.00.

On this collection we loan you large shipping can, same can be returned at once, express prepaid.

HARDY PLANTS for the Garden

HARDY ASTERS

6 All beautiful colors, Daisy-like flowers.
6 for only

95c

Prepaid

8 HENS AND CHICKENS

Everyone likes this dainty Rock Garden Plant.

8 FOR 95c
Prepaid

6 KOREAN 'MUMS

Hardy, excellent for cut flowers.

6 FOR 95c
Prepaid

ORIENTAL GRASSES

3 To give a real tropical appearance to your garden.
3 for

75c

Prepaid

6 JAPANESE IRIS

Are the most beautiful that grow.

6 FOR \$1.00

8 ROCK PLANTS

All popular varieties, Dianthus, Dwarf Phlox, Veronicas, Violas, etc.

FOR 95c

HARDY PHLOX . . .

7

Each a different variety and color.

7 for only

95c

Prepaid

IVY FOR THE GARDEN

H-1 ENGLISH IVY (Hedera Helix). An outstanding plant for twining or for the border where it is a bit shaded. Alternate dark green leaves. Each 15c.

H-2 HEART LEAF IVY (Hedera Colchica). A newer variety, with heavier foliage. Its leaves form a definite heart pattern. Each 25c.

H-3 SELF BRANCHING IVY (Hedera Pittsburgh). A new ivy that is excellent for any container or garden. Grows with new branches forming at the base of the leaves. Each 25c.

H-4 VARIEGATED IVY (Hedera Helix Variegata). A beautiful blending of green and white, with large blotches of green here and there on the leaf. For variety. Each 25c.

H-5 BUNCHLEAF IVY (Hedera Conglomerata).

Small, bunchy, and certainly new! Leaves are curly, giving the appearance of an entirely different plant. Each 35c.

H-6 LEOPARD IVY (Hedera Colchica Variegata). Leaves are a deep green and with a tiny white dotted coloring on the surface of the leaf. Twines very gracefully. Each 20c.

H-7 GRAPE IVY (Vitis Rhombifolia). Really not an ivy, it resembles these others so markedly that it is herein included. Leaves are bright green, shiny like the leaves of a grape vine. Each 25c.

H-8 ALBANY IVY (Dwarf Ivy). A novel dwarf ivy. Compact, it is especially well adapted for use as edgings to small beds, pools, fountains or planting along a shady walk. Is of slow and dense growth. Each 35c.



Ivy as described above.

Back row: H-3, H-4, H-1, H-6; front row: H-5, H-7, H-2.

COLLECTION

No. H-50

One of each of the above plants, illustrated at left. For only

\$1.50

Prepaid

Complete Pool Collections
for Any Popular Size Pool

Our "FIFTY" Collection

A marvelous collection for a pool 10x15 feet or larger. This collection of fifty plants will make you a complete water garden. As illustrated below, you can picture these plants in their natural setting—Water Lilies in a splendid range of colors—Plants for the Fishes—Plants for the corners—Plants for the centerpiece.

In spite of steadily advancing prices, we are going to continue this collection at this price for one more season only.

FIVE of THE BEST HARDY LILIES

Gonnere	Sunrise	Commanche
Attraction	Neptune	
1 Chinese Double Red Lotus		

3 Blue Water Iris
2 Egyptian Papyrus
1 Porcupine Grass
2 Pickerel Plants
3 Water Poppies
1 Umbrella Palm

5 Water Hyacinths
1 Butterfly Lily
2 Primrose Creepers
3 Yellow Water Iris
2 Primrose Willows
3 Flowering Rush

2 Arrowheads
2 Parrot Feathers
3 Shell Flowers
2 Cardinal Lobelia
5 Bunches Oxygenating Plants
2 Graceful Cattails

ALL THESE DIFFERENT TYPES OF
FREE BLOOMING LILIES AND LOTUS

\$12.50 PREPAID



Quality Fish Foods

WHEN DO WE EAT? Even the little fish fairly climb out of their pool in their enthusiasm over Jo Jo Fish Foods. They seem to know it's the proper fish diet. You can give fish all the Jo Jo Fish Food they want because it is appetizing and healthful.

And you can be on the safe side by always ordering Jo Jo Fish Foods because you are sure of a fine quality food that your fish will relish. The inferior brands of so-called "cheap" fish foods often prove very costly because the fish refuse to eat it.

JO JO NATURAL FISH FOOD

Price 15c per can, postpaid.

JO JO TROPICAL FISH FOOD

15c per can, postpaid

JO JO SHRIMP FOOD

15c per can, postpaid

JO JO TURTLE FOOD

15c per can, postpaid

JO JO OUTDOOR FISH FOOD

10 oz. package, 35c postpaid.

JO JO AQUARIUM GRAVEL

By Express, charges collect, only. 5 lb. bag—25c; 10 lb. bag—40c; 25 lb. bag, suitable for larger aquaria, 60c.

Plants—That Produce OXYGEN

PLANTS are the most important part of the Aquarium equipment. They keep the water constantly in good condition, because they release oxygen and on the other hand take up the carbon dioxide given off by the fish. Plants also serve as a natural refuge from too much sunlight. They are the first essential of an attractive and well balanced aquarium for their utility as well as their decorative value. It is because of the plants that you do not have to change the water in an aquarium.

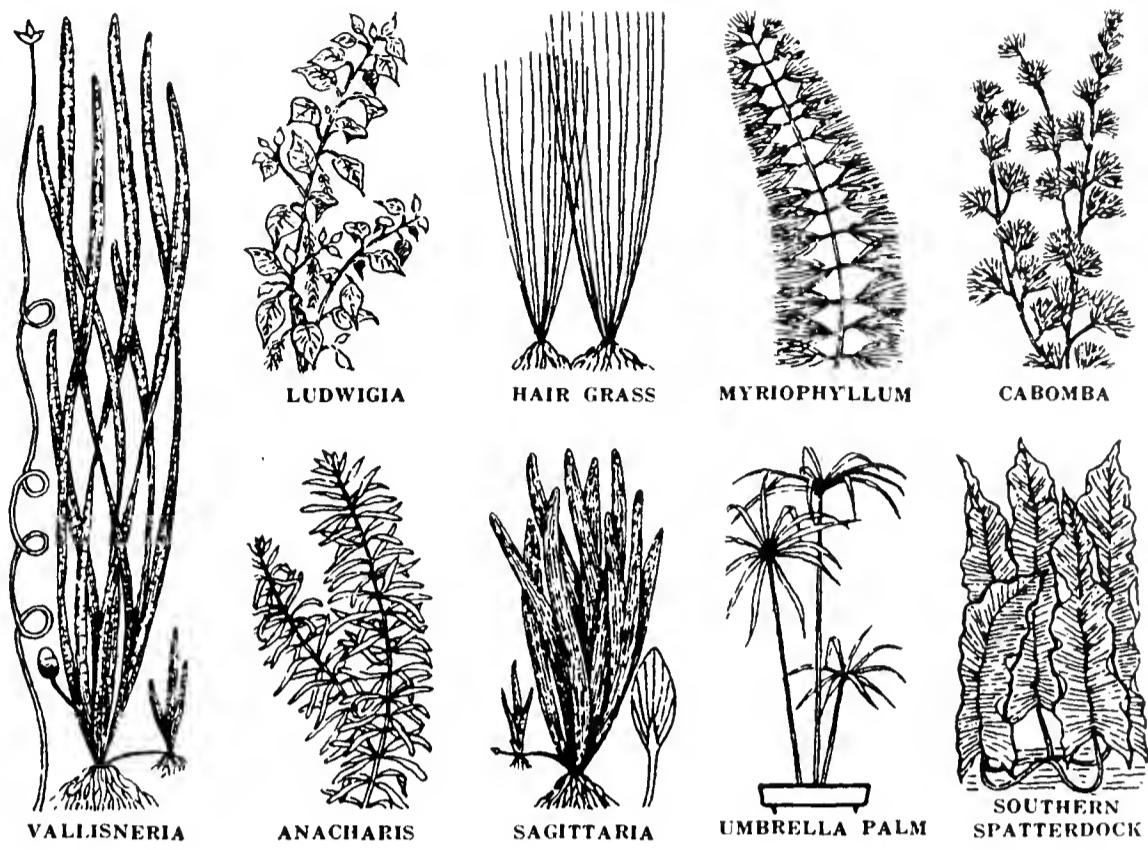
All plants that come with roots such as Sagittaria, Vallisneria, Spatterdock, Cryptocoryne, should be planted in clean gravel. In that way they will grow and propagate. Anacharis, Cabomba, Ludwigia, and other bunched plants can be anchored gently in the sand, or for use in small goldfish globes they can be placed as received.

All of our plants are nursery grown or aquarium acclimated before shipping which means superior plants from a standpoint of quality and beauty.

Anacharis (Giant). Large bunches — Old standby. Useful for tropical or goldfish. 15c a bunch; two for 25c.

Cabomba. Fanlike leaves, green stems, excellent for goldfish. 15c a bunch; two for 25c.

Ludwigia. Leaves green above and scarlet beneath. 15c a bunch.



Green Myriophyllum. Very useful in spawning goldfish—decorative. 15c a bunch; two for 25c.

Spatterdock (Carolinensis). Beautiful fan-shaped leaves. 15c a bunch; two for 25c.

Vallisneria. Real Italian Vallisneria, greenhouse grown. 3 for 10c; 35c per dozen.

Sagittaria sinensis. Good green color. Greenhouse grown. 10c each; 4 for 25c.

Sagittaria subulata. Good green color, small variety. 10c each; 4 for 25c.

Hair Grass. Will grow floating or planted in the sand. Per portion 15c.

NEW AND ORNAMENTAL VARIETIES

Needle Leaf Ludwigia. An exceptionally good variety and very beautiful. 15c a bunch; 2 for 25c.

Bacopa. A novelty plant. 15c a bunch.

Red Myriophyllum. Beautiful new plant that is of a gorgeous red color. 15c a bunch.

Rubra Vallisneria. Wide leaf and best for use in spawning Scalares. 15c a plant.

Variegated Vallisneria. Markings are novel 10c a plant; 6 for 50c.

Cryptocoryne Willisi. Long pointed leaves. 35c each.

Four Leaf Clover. A new and novel plant for use in the aquarium or pool. Per plant 15c.

Tropical Spatterdock. A wide leaf variety. Beautiful specimens. Per plant 15c.

A LARGE COLLECTION OF ASSORTED AQUARIUM PLANTS

Collection No. P-5

20 assorted plants of all the popular varieties, sufficient to balance a 10 to 15 gallon aquarium.

Postpaid

\$1.00

A LARGE ASSORTMENT OF OXYGENATING PLANTS FOR THE POOL

Collection No. P-7

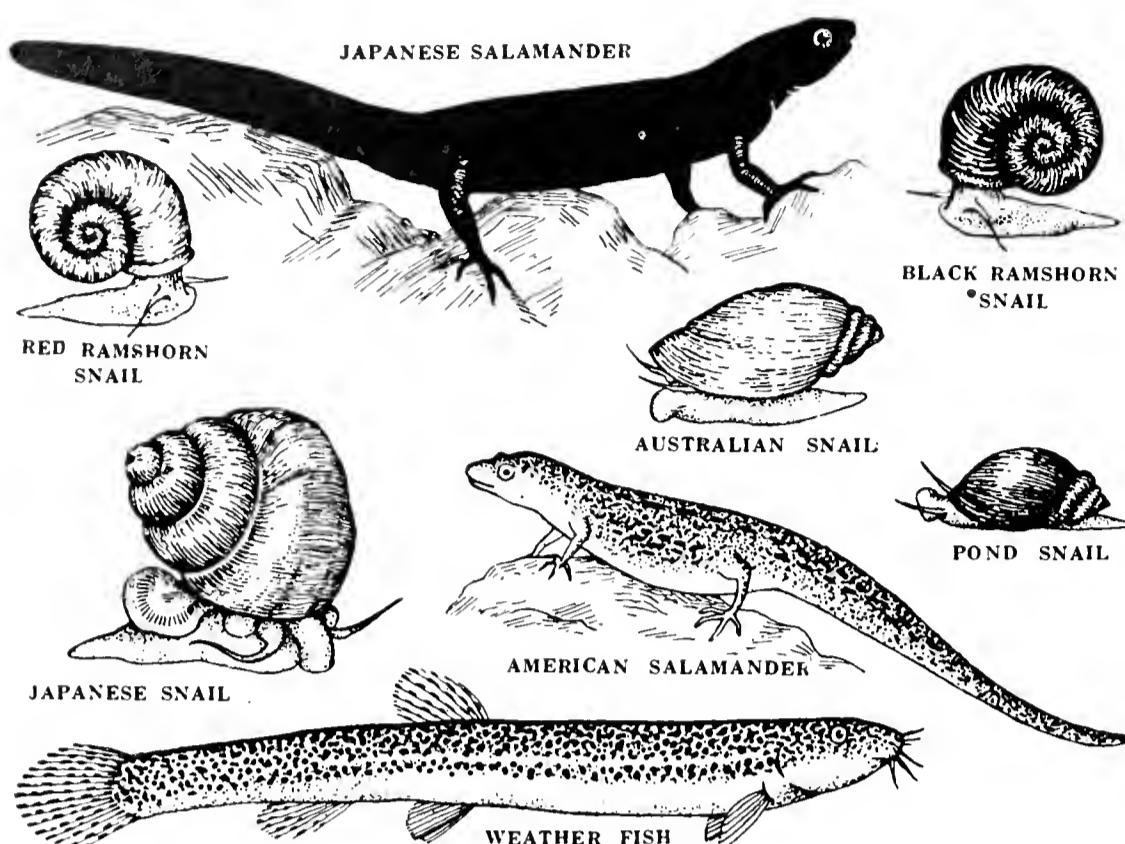
These plants grow underwater. They are indispensable wherever fish are present. Can also be used in Natural Ponds. Plants especially selected for outdoor use.

10 Plants for

\$1.00

Postpaid

Scavengers—for the AQUARIUM and POOL



Be sure to have some scavengers in your aquarium. Scavengers consume the excrements of the fish, in fact any and all refuse which they find in the aquarium, and thus keep the water clean and in excellent condition. Scavengers placed by themselves in an aquarium are very interesting to watch. The Japanese Snails bring forth their young alive. The Water Newts and Turtles, while not useful as Scavengers, are very entertaining.

JAPANESE SNAILS. These are the largest of the Aquarium Snails and are very hardy. One of the best varieties for use in outdoor pools. 2 for 25c; \$1.00 per dozen.

BLACK RAMSHORN SNAILS. These are very active algae eaters. And are really a necessity in small water gardens. 6 for 25c.

RED RAMSHORN SNAILS. Similar to the above except body and shell are coral-red. Two for 25c.

AUSTRALIAN RED SNAILS. Two for 25c.

TADPOLES. Two for 25c; 50c per dozen.

FRESH WATER CLAMS. Two for 25c; \$1.00 per dozen.

WEATHER FISH. 50c each.

BABY GREEN TURTLES. 2 for 35c.

AMERICAN SALAMANDERS (Water Newts). Two for 25c.

JAPANESE SALAMANDERS. Attractive, jet black with a red belly. 25c each.

BABY ALLIGATORS. A very interesting pet. \$1.50 each.

INSTRUCTIONS

Weather Fish and Tadpoles must be sent by Express in water. These two items can be shipped with Goldfish or Tropical Fish. Send 50c extra for shipping can if ordering these items separate. All items listed above, except Weather Fish and Tadpoles, the **PRICES QUOTED ARE POST-PAID**.

WRITE FOR PRICES ON TROPICAL FISH

COLLECTION for THE POOL

Japanese Snails,
Black Ramshorn,
Trumpet Snails, Clams

For the average pool, a general assortment of Snails and Clams.

COLLECTION NO. S-1

12 for 75c

Postpaid

COLLECTION OF SCAVENGERS AND PLANTS

COLLECTION NO. 55

Five varieties of plants and one pair of Japanese, Red, Black Rams-horns and Australian Snails. Suitable for 5 to 10 gallon aquarium.

\$1.25
Postpaid

COLLECTION NO. 57

Suitable for a two gallon aquarium. Something very interesting and amusing.

- 1 Pair Turtles.
- 1 Cork Turtle Float.
- 1 Umbrella Palm.
- 1 Box Turtle Food.

75c
Postpaid

COLLECTION NO. 58

Also suitable for a small aquarium.

- 1 Pair Japanese Salamanders, a cork float for them to crawl out on, a bunch of oxygenating plants and a box of food to feed them.

75c
Postpaid

« USE THIS ORDER SHEET »

COVELAND GOLDFISH FARM

Joe Johannigman, Jr.

LOVELAND, OHIO

Date.....

Name

Address

City **State**

Post Office..... **Express Office.....**

**DO NOT WRITE
IN THIS SPACE**

R.

F.

pp.

EX

MO

Cash

Check

Bv

—

TERMS: CASH WITH ORDER. NO GOODS SENT C. O. D.

CUT OUT ALONG THIS LINE

Ohio Customers only—Add 3% Sales Tax—except on Fish Food

ON ALL ORDERS LESS THAN \$1.00, INCLUDE 10c PACKING CHARGE

(OVER)

These Friends Would Like a Copy of Your Catalog

Name

Name

Street

Street

City State.....

City State.....

Name

Name

Street

Street

City State.....

City State.....

HOW TO ORDER

ORDER EARLY. This is most important—and use Order Sheet, carefully filling in blank spaces and enclosing payment for full amount of order. Write name and address plainly. To facilitate handling do not write letters on same sheet as orders.

REMITTANCE should be made by Post Office or Express Money Order, Bank Draft, or if more convenient to you, send your personal check.

ORDERS LESS THAN \$1.00. Please include 10c extra for packing charges. This does not apply to Fish Food orders.

HOW AND WHEN WE SHIP. Plants: All orders of Water Lilies and other plants for pools are shipped prepaid.

Water Lilies and all plants for pools are shipped as soon as weather permits, about April 15th. Tropical Lilies may be set out whenever the weather is settled. For southern shipments, about May 1st. Northern shipments (Cincinnati), about May 15th.

GOLDFISH must be sent by express. Shipping cans, 50c extra. We ship Goldfish listed in this catalog all the year round.

When plants are ordered with Goldfish, the entire order is shipped via express, charges collect. Extra plants are included to offset small extra charges.

HANDLING GOLDFISH ON ARRIVAL. Never allow them to remain in their cans for too long a period or overnight. Before transferring fish to your pool or aquarium, be sure the temperature of water is of no great difference. Best to add some of your water to the can in which fish have been shipped. Use one ounce of salt per gallon of water to help heal any injury that was done in shipping. Do not take fish in hands. Use a dip net.

POSTAGE. On the following items, except where noted, we pay the postage: Water Lilies, Aquarium Plants, Fish Remedies, Terrarium Plants, Aquarium Supplies, Books, Fish Foods, Scavengers.

CULTURAL DIRECTIONS. We have printed on small leaflets for your convenience complete cultural directions. One of these will be sent with each order.

GUARANTEE

We ship good stock, carefully packed. All goods are guaranteed to reach you in good condition. If package should arrive in bad order, accept shipment, examine and count on receipt and notify us at once, and if damaged notify Express Company.

STANDARD NON-WARRANTY. We have adopted the standard non-warranty of the Goldfish

Growers Association, which is as follows: Loveland Goldfish Farm makes no warranty, expressed or implied, with reference to any merchandise sold by us, except as to certified size and quality, and that all stock shall be true to name and our liability in any case shall be limited to the replacement of such items as are short or damaged.

If any plant fails to grow, and we are notified by July 1st, we will replace same free of charge, customer to pay only the shipping charges. Include stamps with letter; excess will be returned.

Prepaid Prices apply only to the United States. All orders from foreign countries and outlying possessions of the United States are sent Express Collect.



Nymphaea Sunrise

Here's a Delightful lily. Sunrise is the Best of the large flowering varieties. It's a big grower, an excellent bloomer. The biggest and best of them all, looks like huge suns floating among the leaves. The flowers are graceful in form of a glorious canary yellow.

\$1.95 each, postpaid

PLANNING A NEW POOL THIS SEASON—REMEMBER

A naturalistic or informal pool will better fit into the general landscape scheme of your garden if it follows nature as closely as possible, the background and margin always being of utmost importance.

The formal-shaped pool will conform to your general scheme of the garden if simple and plain.

And above all else—plan your pool where it will receive full sunlight.

There is nothing that declares such extravagant dividends on so small an investment as a Water Garden.

The greatest attraction of the pool are the water plants. Plan for them when planning your pool.

The Lotus is
easy to grow, and
easy to care for.



This beautiful picture illustrates our Chinese Double Flowering Lotus. Note the magnificent size of the blooms, the leaves and the plant itself (Described on page 7).

TWO NEW VINEY PLANTS

WATER MORNING GLORY. This is something that IS NEW. In fact, this is the first time we have listed it. It is a vining plant, grows to a length of 6 feet. Its blooms are huge coronets of glossy white, reaching a diameter of 6 inches. Beautiful beyond imagination, it should be included in your water garden for 1939. Excellent for solariums.

Either Plant 35c Postpaid

CURTAIN VINE (*Cissus Rhombifolia*). Truly this is a different plant. With its roots planted in a box which is filled with rich soil and water enough to make it basically marshy, it twines itself any way you may choose to train it, by its clinging tendrils. A horse-shaped arbor over the pool and the curtain vine will twine to follow it quite closely. Lovely transparent root hairs dipping here and there to the surface of the water give a beautiful effect of an oriental veiled pool. Will vine any distance.